Businesses Positioned for growth

Thursday 9 January, 2020

Paris, France- - - What business doesn't enter the new year with a plan in hand for growth and prosperity? While the answer to that is a no-brainer, the experts at Axiom Prepaid Holdings say that one proven revenue driver isn't making it into enough of those annual strategies: white label prepaid cards.

Axiom is a global provider of end-to-end payment solutions with prepaid cards as one of its main tools. In 2019, the company launched its White Label program to help clients bring in more profit and accelerate their brand-building through prepaid cards bearing the client's name and logo.

"The prepaid card market has been growing every single year for nearly 15 years. It is an obvious option for showcasing a brand and research clearly illustrates the direct correlation between brand visibility and increased sales and organizational success," explained Steven Foster, CEO Axiom Prepaid Holdings.

Prepaid cards include gift cards issued by retailers or payment networks, as well as general-purpose reloadable cards and provide instant name recognition each time a card is used. A white label has a number of other benefits as well, according to Foster.

White label programs provide businesses with the opportunity to collect data, analytics and tracking for use in improving customer outreach efforts. Branded cards can be used by businesses to pay commissions and distribute compensation to affiliates, customers and agents, and offer an alternative to traditional corporate payroll programs and investment advisory services.

Axiom makes it simple for companies to opt into a white label program by building and managing the infrastructure and processing operations for clients, handling full customization, incorporating user-friendly features and speeding the time to market. It also ensures that all compliance and regulatory requirements are met and maintained.

Its program features include:

- Complete Infrastructure for Processing Operations. Its front-end comprises a customized website and web portal that is tied into iPhone and Android apps. These can be used for card management, sending payments, and any enhanced card services. Its back-end comprises administrative portals, API connections and secure encryption for sign-ups, KYC, sponsor banks, call centers, and fulfillment centers.
- Full Customization. Each card includes custom card design along with current fee structure, fund distribution channel, rewards program, and mobile and desktop solutions.
- Standard Features. The white label programs include card-to-card payments, ATM access, direct deposit load, generated statements, 24/7 help, fraud protection, virtual card access, and SMS/email alerts.

"Clients do not need prior experience with prepaid card programs and they can rely on us to get their programs up and running in as little as three months. It's a new year and the perfect time to incorporate white label prepaid cards as a new tactic in businesses' marketing toolbelts," added Foster. "Those who are adopting programs now can start to see results as soon as Q2."

About Axiom Prepaid Holdings:

Axiom Prepaid Holdings was born of the desire of two entrepreneurial-minded banking industry veterans to turn the prepaid card model upside down. To make banking simple. To give consumers and businesses around the globe access to innovative, easy-to-use, digitally-driven, fun, flexible and secure products and services. Today, Axiom has 9 offices in 13 countries. Every day, the Axiom team strives to create 100% turnkey solutions to help cardholders gain economic freedoms and help businesses achieve growth and success.

To learn more about Axiom Prepaid Holdings, please visit: www.axiompph.com

#

Media:



Related Sectors:

Business & Finance :: Consumer Technology :: Lifestyle & Relationships :: Personal Finance ::

Related Keywords:

Axiom Prepaid :: Prepaid White Label :: Mastercard :: Visa :: Prepaid :: Prepaid Service :: Program Management :: FinTech :: And White Label Prepaid ::

Scan Me:

Company Contact:

Axiom Prepaid Holdings London LTD

T. +442032398396
E. whitelabel@axiompph.com
W. https://www.axiompph.com

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.axiompph.pressat.co.uk